

PRESS RELEASE

6232 N. 7th Street, Suite 202
Phoenix, Arizona 85014
Phone: 602.240.6066
www.bankteam.com
www.rmgtraining.com

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THIRD GENERATION OF SERVICE PLUS™ UNVEILED

Phoenix, Arizona - December 19, 2007 - BANKTEAM & RMG Training Company introduces the latest generation of its SERVICE PLUS training system. The third generation of this powerful service quality improvement system, the dynamic G3 version of SERVICE PLUS is now available. Generation 3, or G3, includes a new state-of-the-art computer-based training (CBT) course.

The CBT portion of SERVICE PLUS boosts the learning experience for participants with an assortment of enhancements. First, the training material, including the CBT program screens, is easily customized to make the training experience consistent with each financial institution's work environment and the special features and benefits of its financial services. The CBT program may be accessed over the Internet, through an organization's Intranet or on CD-ROM. The CBT course is SCORM (Sharable Content Object Reference Model) compliant to efficiently run on and track student data on learning management systems. The content includes a solid balance of customer contact skills and internal service skills. As a result, the G3 version of SERVICE PLUS is ideal for both department personnel and customer contact personnel.

The new version of SERVICE PLUS is highly engaging for the learner: redesigned screens, rich content and real-life graphics which achieve superior individual learning. A terrific variety of new learning exercises make the training interactive to enhance comprehension. And, robust movement on screens achieves visual interest and improved skill retention.

Linda Lindquist, Service Quality Manager at BANKTEAM & RMG Training Company, explains the advantages of the CBT component of the SERVICE PLUS learning system over classroom-based, service quality training: "Our SERVICE PLUS computer-based training adds solid interactivity to the learning process. It engages the learner to think, respond, receive feedback and become more involved in a meaningful way. It also saves time. The CBT self-study takes less time than classroom training. SERVICE PLUS also enhances retention because it is stimulating and the learner can self-pace through the self-study and easily repeat segments to learn more. This increases retention and improves performance on the job."

Lindquist highlights the cost and convenience advantages of SERVICE PLUS over traditional classroom training, "The computer-based training is also convenient. People enjoy on-site learning when it is convenient. There is no lost time for travel or disruptions to service. SERVICE PLUS is very cost effective because it reaches large audiences at various branches. The decentralized system also delivers timely training for new employees. Unlike classes, there is no waiting for the next scheduled workshop. Consequently, new employees receive service quality training when they need it."

Bob Brown is the founder and president of BANKTEAM & RMG Training Company, and has over 30 years of training and development experience in the financial industry. "The third generation of the SERVICE PLUS system includes patented BANKTEAM/RMG behavior-change features that have made SERVICE PLUS so effective and popular over the years," Brown said. "First, SERVICE PLUS is an ongoing system, not a training event! Our distinctive coaching-based training is completed onsite, at the financial institution's branches and departments. The proven SERVICE PLUS training system includes individual CBT, one-on-one training with an on-site coach and performance feedback on the job to solidify newly learned skills. This process puts the power of positive change directly into the hands of each manager and employee."

"Managers and supervisors are certified as SERVICE PLUS Coaches by completing thorough, hands-on training. They learn how to use a variety of coaching tools that make their training and coaching activities successful and easy to complete. Our experienced financial industry consultants provide train-the-trainer training so our clients can deliver coach certification training whenever it is needed," Brown said.

Established more than 27 years ago, BANKTEAM & RMG Training Company offers a full range of service quality and sales enhancement systems for the financial industry in the United States, Canada and Australia. With its headquarters in Phoenix, Ariz., the company specializes in helping financial institutions build vibrant coaching cultures that drive ongoing service-sales success.